



WKMG

ORDER

Print Date 09/27/12

Page 1 of 4

Flight Dates 09/26/12-10/02/12

Contract / Revision

260229 /

Product

ROMNEY FOR PRESIDENT

Original Date / Revision

09/25/12 09/27/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06340311

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 25250

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	42	\$21,462.50	\$25,250.00	0.00	08/27/12	09/28/12	42	\$21,462.50	\$25,250.00
Totals	42	\$21,462.50	\$25,250.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WKMG	09/26/12	09/28/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		3				\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WKMG	09/24/12-09/30/12	Morn News at 6a		6-7a	--WTF--	:30		(\$500.00)		0.00	NM		
		Credited													
E 4	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--		6				\$350.00		0.00			



WKMG

Print Date: 09/27/12

Page 3 of 4

Contract / Revision

260229

Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12/ 09/27/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WKMG	09/26/12	09/28/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$300.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WKMG	09/24/12-09/30/12		4-430p Extra	4-430p		--WThF----	:30	(\$300.00)	0.00	NM				
Credited															
E 18	WKMG	09/26/12	09/28/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WKMG	09/24/12-09/30/12		430-5p Inside Edition	430-5P		--WThF----	:30	(\$400.00)	0.00	NM				
Credited															
E 21	WKMG	09/26/12	09/28/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WKMG	09/24/12-09/30/12		News at 5p	5-530p		--WThF----	:30	\$500.00	0.00	NM				
3	WKMG	09/24/12-09/30/12		News at 5p	5-530p		--WThF----	:30	(\$500.00)	0.00	NM				
Credited															
4	WKMG	09/24/12-09/30/12		News at 5p	5-530p		--WThF----	:30	(\$500.00)	0.00	NM				
Credited															
E 22	WKMG	09/26/12	09/28/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WKMG	09/24/12-09/30/12		News at 6p	6-630p		--WThF----	:30	(\$600.00)	0.00	NM				
Credited															
4	WKMG	09/24/12-09/30/12		News at 6p	6-630p		--WThF----	:30	(\$600.00)	0.00	NM				
Credited															
E 24	WKMG	09/26/12	09/28/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	6		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WKMG	09/24/12-09/30/12		News at 7p	7-7:30p		--WThF----	:30	(\$800.00)	0.00	NM				
Credited															
6	WKMG	09/24/12-09/30/12		News at 7p	7-7:30p		--WThF----	:30	(\$800.00)	0.00	NM				
Credited															
E 27	WKMG	09/26/12	09/28/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--WTF--	3		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3	WKMG	09/24/12-09/30/12		M-F 7:30-8p Inside Ed	730-8p		--WThF----	:30	(\$1,200.00)	0.00	NM				
Credited															
E 28	WKMG	09/26/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,500.00	P-2	0.00	NM	4	\$6,000.00

[illegible]



WKMG

ORDER

Print Date 09/27/12 Page 1 of 3

Flight Dates 09/28/12-10/02/12

Contract / Revision

260690 /

Product
ROMNEY FOR PRESIDENT

Original Date / Revision

09/27/12 09/27/12

Agency Com 15%

Billing Contact

Advertiser Pol/Mitt Romney/R/ Presider

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 418

Alt Order # 06354135

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 63700

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	15	\$18,785.00	\$22,100.00	0.00	08/27/12	09/30/12	15	\$18,785.00	\$22,100.00
October 2012	22	\$35,360.00	\$41,600.00	0.00	10/01/12	10/02/12	22	\$35,360.00	\$41,600.00
Totals	37	\$54,145.00	\$63,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/28/12	09/30/12	Morn News at 6a Morn News at 6a	CM	6-7a	----2--	1:00	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----2--					2	\$1,000.00		0.00			
E 2	WKMG	10/01/12	10/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	1:00	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
E 3	WKMG	10/01/12	10/02/12	CBS This Morning The Early Show	CM	7-9a	MT-----	1:00	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$900.00		0.00			
E 4	WKMG	09/28/12	09/30/12	CBS This Morning The Early Show	CM	7-9a	----2--	1:00	2	\$700.00	P-2	0.00	NM	2	\$1,400.00



WKMG

Print Date: 09/27/12

Page 2 of 3

Contract / Revision

260690

Flight Dates 09/28/12-10/02/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **418**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 4	WKMG	09/28/12	09/30/12	CBS This Morning The Early Show	CM	7-9a	----2--	1:00	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----2--					2	\$700.00		0.00		
E 5	WKMG	10/01/12	10/02/12	10-11a Let's Make a Deal Let's Make a Deal	CM	10-11a	MT-----	1:00	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00		
E 6	WKMG	09/28/12	09/30/12	10-11a Let's Make a Deal Let's Make a Deal	CM	10-11a	----1--	1:00	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$600.00		0.00		
E 7	WKMG	09/28/12	09/30/12	11-12p Price Is Right Price Is Right	CM	11a-12p	----1--	1:00	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$1,100.00		0.00		
E 8	WKMG	10/01/12	10/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MT-----	1:00	2	\$2,400.00	P-2	0.00 NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$2,400.00		0.00		
E 9	WKMG	09/28/12	09/30/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	----1--	1:00	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$800.00		0.00		
E 10	WKMG	10/01/12	10/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	1:00	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$1,700.00		0.00		
E 11	WKMG	09/28/12	09/30/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:28 PM-1:30 PM)	----1--	1:00	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$1,000.00		0.00		
E 12	WKMG	10/01/12	10/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:28 PM-1:30 PM)	MT-----	1:00	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$1,700.00		0.00		
E 13	WKMG	10/01/12	10/02/12	News at 5p News at 5p	CM	5-530p	MT-----	1:00	2	\$1,500.00	P-2	0.00 NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$1,500.00		0.00		
E 14	WKMG	09/28/12	09/30/12	News at 5p News at 5p	CM	5-530p	----1--	1:00	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$1,000.00		0.00		
E 15	WKMG	10/01/12	10/02/12	News at 6p News at 6p	CM	6-630p	MT-----	1:00	2	\$2,000.00	P-2	0.00 NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/01/12	10/07/12	MT-----					2	\$2,000.00		0.00		
E 16	WKMG	09/28/12	09/30/12	News at 6p News at 6p	CM	6-630p	----1--	1:00	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	----1--					1	\$1,200.00		0.00		



WKMG

Print Date: 09/27/12

Page 3 of 3

Contract / Revision

260690

Flight Dates 09/28/12-10/02/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **418**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
E 16	WKMG	09/28/12	09/30/12	News at 6p News at 6p	CM	6-630p	----1--	1:00	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--			1		\$1,200.00		0.00				
E 17	WKMG	10/01/12	10/02/12	News at 7p News at 7p	CM	7-7:30p	MT-----	1:00	2	\$2,400.00	P-2	0.00 NM	2	\$4,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$2,400.00		0.00				
E 18	WKMG	09/28/12	09/30/12	News at 7p News at 7p	CM	7-7:30p	----1--	1:00	1	\$1,600.00	P-2	0.00 NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--			1		\$1,600.00		0.00				
E 19	WKMG	10/01/12	10/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	1:00	2	\$2,400.00	P-2	0.00 NM	2	\$4,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$2,400.00		0.00				
E 20	WKMG	09/28/12	09/30/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	----1--	1:00	1	\$2,400.00	P-2	0.00 NM	1	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--			1		\$2,400.00		0.00				
E 21	WKMG	10/01/12	10/02/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	1:00	2	\$3,400.00	P-2	0.00 NM	2	\$6,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	MT-----			2		\$3,400.00		0.00				
E 22	WKMG	09/28/12	09/30/12	M-F 11p News M-F 11p News	CM	11-1135p	----1--	1:00	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--			1		\$3,000.00		0.00				
E 23	WKMG	09/28/12	09/30/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	1:00	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1-			1		\$3,000.00		0.00				
E 24	WKMG	09/28/12	09/30/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	1:00	1	\$3,000.00	P-2	0.00 NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1			1		\$3,000.00		0.00				
													Totals	37	\$63,700.00